EVA L. AU

4832 Barkwood Ave., Irvine, CA 92604
(714) 651-8632
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PROFESSIONAL SUMMARY

PMP Certified UI Expert & project manager with over 10 years of experience in software implementation and web application launches; demonstrated a track record of success managing small to large projects from start to finish in a variety of unique environments.

PROJECT MANAGEMENT Skills

- Microsoft Project, Word, Visio, Excel, Powerpoint, Smartsheets, JIRA, Google Docs, & Adobe Acrobat
- PMP Certified
- ScrumMaster Certified

TECHNICAL Skills

- HTML, DHTML, CSS, JavaScript & ActionScript
- extJS Framework, XML, XSL, Cold Fusion, JSP, ASP, ASP.NET, PHP, Java (J2EE), & MySQL
- Adobe Creative Suite: Photoshop, Illustrator, Flash, InDesign, Dreamweaver, & Fireworks
- Content Management System (CMS) such as Documentum, OpenCMS, Joomla, WordPress, etc.

MARKETING & DESIGN Skills

- Web Analysis
- Search Engine Optimization (SEO)
- Web and Mobile Marketing
- Marketing Strategies
- UI/UX & HCI Design
- Website and Mobile Design
- Brand Management

EDUCATION

Master of Business Administration (MBA) | University of Southern California, Los Angeles, CA   **GPA:** 3.81/4.00

Bachelor of Fine Arts in Graphic Design | University of Illinois at Urbana-Champaign, Urbana-Champaign, IL   **GPA:** 3.82/4.00

EXPERIENCE

Web Consultant / Project Manager

YEEZERS INTERACTIVE
Murrieta, CA

May. 2012 – Present

Create and design custom online applications that directly interface and integrate with the customer's loan origination system (LOS) DataTrac and pricing engine PriceMyLoan. Gather business requirements, create project plan, design wireframes, as well as monitor and control project progress and manage offshore development team.

Key Accomplishments:
- Analyze the requirements for the project and devise custom solutions for common problems. Increase productivity within the organization.
- Integrate the loan origination system and pricing system into one entity. Reduce the amount of manual data input and transfer.
- Oversee the SDLC on a weekly frequency. Analyze web portals and information exchange areas for accuracy. Boost accuracy rates to near 100%.
- Collaboratively lead an offshore team in the development and maintenance of various product releases. Transfer knowledge between all teams and read across mistakes and permanent corrective actions.

Program Manager
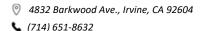
KASEYA
Aliso Viejo, CA

Aug. 2008 – Jan. 2012

Took the lead in major overhaul in UI in company's flagship software product upgrade. Collaborate with different product teams to come up with UI designs that are both fast and easy to use.

Key Accomplishments:
- Launched new software products on-time and within the required budget, often exceeding expectations set by customers. Increased customer satisfaction scores.
- Devised and authored project plan based on customer/stakeholder input and requirements gathered during discovery sessions. Followed through the full life cycle of development with the assistance of a cross-functional team.
- Prototyped and released mobile and web application based on HCI principal. Reduced the amount of critical errors and downtime during launch.
- Provided customer support and continually searched for areas of improvement through customer feedback and support metrics.

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AVP, Interactive & Web Marketing Project Manager

INDYMAC BANK
Irvine, CA

Apr. 2007 – Jul. 2008

Strategically managed the SDLC for large-scale B2B websites. Liaised with internal stakeholders to uncover product requirements and requests. Actively negotiated contracts with vendors to finalize the SOW and kick off the product's development and launch.

Key Accomplishments:
- Assertively negotiated contracts and service agreements with a variety of vendors. Slashed costs through the ongoing negotiation of key contracts.
- Devised business plans based on UX concepts and analytic traffic data. Continually searched for ways to improve the website conversion rate.
- Conducted quality assurance and user acceptance testing for all new product launches. Reduced the number of critical testing errors.

Senior Internet Marketing Project Manager

AMERIQUEST MORTGAGE COMPANY
Orange, CA

Nov. 2003 – Mar. 2007

Crafted multi-media websites, online promotion campaigns, online sweepstakes, Flash games and email campaigns. Deployed creative marketing strategies and branding techniques to draw customer traffic to specific websites and content.

Key Accomplishments:
- Pushed the use of A/B Testing to optimize landing pages and click-through requests by an average of 15%.
- Deployed online advertising strategies with the assistance of affiliation and collaboration programs. Increased traffic and gross sales.
- Organized a focus group to research brand recognition and design flow. Translated the results of this study into real-time upgrades and enhancements to the current system.

Graphic Designer

**WESTCORP,
JUXT INTERACTIVE, &
WARENET**
Orange County, CA

Nov. 1997 – Nov. 2003

I started by career as graphic designer working for a startup Internet company, an interactive design studio, and a financial company. During this period, I successfully launched a variety of websites from start to finish and had an early taste of what it is like to be a project manager. As a designer, I strengthened clients' brands by identifying their key demographic areas, as well as developed customized designs targeting their unique markets.

Key Accomplishments:
- Strengthened the company's internet and brand presence throughout the targeted demographic. Boosted sales and revenue after the launch and deployment of these initiatives.
- Authored a style guide that maintained a uniform presentation in marketing materials. Re-purposed the style guide among several entities within the holding company.
- Creatively deployed marketing and advertising campaigns that appealed to a younger audience. Increased traffic and interest from younger demographics.

Keywords: MBA, Collaborated Team Leadership, Team-Oriented Leader, Solutions Driven Thinker, Transparent Communication, Project Life Cycle, Project Appraisal & Strategy, Organizational Design, Project Team Conflict Management, Marketing Analysis, Competitive Analysis